

The Jewish Publication Society of America

REPORT OF EIGHTY-EIGHTH YEAR

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(Elected May 16, 1976)

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REPORT OF THE 88TH JPS ANNUAL MEETING

The 88th annual meeting of JPS was held on Sunday, May 16, 1976 at the Bellevue-Stratford Hotel in Philadelphia. Presiding was A. Leo Levin, president of the Society.

Bernard G. Segal, prominent Philadelphia attorney and former president of the American Bar Association, presented the report of the Nominating Committee which he chaired. The slate of officers and trustees was unanimously elected by the Society members in attendance.

Five new trustees were elected to the JPS Board: Harold Cramer of Philadelphia, attorney, former chancellor of the Philadelphia Bar Association, and president of the Theodore F. Jenkins Law Library; Dr. Jacob E. Goldman of Westport, Connecticut, group vice-president, chief scientist, and member of the Board of the Xerox Corporation; Irwin T. Holtzman of Detroit, businessman and a bibliophile who specializes in modern Israeli literature; Jack Lapin of Houston, Texas, attorney, former president of the Houston Jewish Community Center, and chairman of the American Jewish Committee of Houston; and Martin Meyerson of Philadelphia, president of the University of Pennsylvania.

Reelected officers were A. Leo Levin, president; Robert P. Abrams, Morris Cohen, Leo Guzik, Edward B. Shils, and Marvin Wachman, vice-presidents; Mitchell E. Panzer, secretary; Robert P. Frankel, treasurer; Bernard I. Levinson, executive vice-president; and Maier Deshell, editor.

Reelected trustees were Robert P. Abrams, Arlin M. Adams, Robert L. Adler, Gerson D. Cohen, Rosalie Cohen, Edward E. Elson, Gustave L. Levy, Robert S. Rifkind, Abram L. Sachar, Edward B. Shils, Harry Silver, and Marvin Wachman.

Robert Gordis of New York was named to the Society's Publication Committee.

Dr. Yosef H. Yerushalmi presented the report of the Publication Committee, which met earlier in the day. Following the reports of the chairman of the Nominating Committee, the president, and the treasurer, Jerome J. Shestack, honorary president, introduced Dr. Uriel Tal who spoke on "Trends in Jewish Self-Expression in Israel."

From the Annual Report of JPS President A. Leo Levin

During the course of the president's report, Professor Levin announced the Muriel and Philip Berman College Library Gift Program, under which 2,000 college and university libraries in the United States will be provided with JPS books of their choice. In announcing the Berman gift, Professor Levin noted the increased intensity of Arab propaganda, particularly on college campuses, and cited the need to make available to Jewish and non-Jewish students and faculty books dealing with Zionism and, more generally, with Jewish culture and history. The Bermans live in Allentown, Pa., and Muriel Berman has been serving as a member of the JPS Executive Committee.

Professor Levin also reported on several initiatives taken by the Society during the course of the year, including a Bicentennial celebration reception, and noted the increase in the Society's membership.

JPS Treasurer's Report for 1975

I am pleased to report on the financial condition of the Society as of December 31, 1975.

Revenues from sales of books were \$630,745 as compared with the figure of \$659,439 in 1974. Sales of Bibles and Torahs amounting to \$156,548 were just slightly less than the figure of \$160,840 in 1974. It was to be anticipated that there would be a decline in sales of *The Jewish Catalog*, which reached a peak in 1974. By the end of 1975, 160,000 copies had been sold and demand for the *Catalog* continues to be strong. In 1975, a major force in

maintaining sales, was Yosef Yerushalmi's extraordinary *Haggadah and History* which sold out its first printing and part of its second printing. Sales of this beautiful and relatively high-priced volume helped us to maintain our income close to last year's record figure.

The Society's total revenues from sales and memberships were almost \$927,000 compared with approximately \$979,000 in 1974. Fortunately, expenses of \$1,027,103 were also less than the \$1,072,500 figure the year before. Against an operating deficit of about \$100,000, we had income from donations and Special Purpose Funds of \$113,795, leaving the Society with a surplus for the year of \$13,675.

Our Special Purpose Funds are invested conservatively, favoring high yielding bonds over equities, thus assuring the Society a reasonable return and hopefully modest appreciation.

Finally, I conclude as I did last year, by stating that the fiscal position of the Society continues to be sound.

JPS Publications

In 1975 JPS published the following new volumes, with titles, authors, quantities printed, and distribution as follows:

<i>Title and Author</i>	<i>Printed</i>	<i>Distributed</i>
MARTIN BUBER: PROPHET OF RELIGIOUS SECULARISM By Donald J. Moore	3,000	1,899
GATES OF BRONZE By Haim Hazaz	4,000	1,481
STUDIES IN JEWISH THOUGHT By Simon Rawidowicz	2,500	1,602
THE IMAGE OF THE JEW IN AMERICAN LITERATURE By Louis Harap	3,000	1,974
HAGGADAH AND HISTORY By Yosef Haim Yerushalmi	8,000	6,555
PESIKTA DE-RAB KAHANA Translated by William G. Braude & Israel J. Kapstein	3,750	2,584
THE SHAVUOT ANTHOLOGY By Philip Goodman	5,000	2,674
THE POLISH LAD By Isaac Linetski	3,000	2,126
AMERICAN JEWISH YEAR BOOK (Volume 75) 1974-75, Edited by Morris Fine & Milton Himmelfarb Martha Jelenko, Executive Editor (Copublished with American Jewish Committee)	4,000	2,466

JEWISH REFLECTIONS ON DEATH	2,000	1,907
Edited by Jack Riemer (Copublished with Schocken Books Inc.)		
THE WAR AGAINST THE JEWS	3,000	2,781
By Lucy S. Dawidowicz (Copublished with Holt, Rinehart & Winston)		
BEGINNINGS: EARLY AMERICAN JUDAICA	5,000	556
Introduction by Abraham J. Karp		
HAYM SALOMON: LIBERTY'S SON	4,000	592
By Shirley Milgrim		
LEGENDS OF JUDEA AND SAMARIA	4,000	719
By Zev Vilnay		
SABBATAI SEVI: THE MYSTICAL MESSIAH	2,000	506
By Gershom S. Scholem (Copublished with Princeton University Press)		
ASPECTS OF JEWISH ECONOMIC HISTORY	5,000	488
By Marcus Arkin		
AMERICAN JEWISH YEAR BOOK (Volume 76)	3,500	870
1976, Edited by Morris Fine & Milton Himmelfarb Martha Jelenko, Executive Editor (Copublished with American Jewish Committee)		

1975 Reprints

During 1975 JPS reprinted the following books:

THE HISTORY OF THE JEWS OF PHILADELPHIA: From Colonial Times to the Age of Jackson by Edwin Wolf 2nd and Maxwell Whiteman (2,500); THE ALEPH-BET STORY BOOK by Deborah Pessin (2,000); PATHWAYS THROUGH THE BIBLE by Mortimer J. Cohen (5,000); LEGENDS OF JERUSALEM by Zev Vilnay (3,000); THE JEWISH CATALOG edited by Richard Siegel, Michael Strassfeld, and Sharon Strassfeld (50,000); LEGENDS OF THE BIBLE by Louis Ginzberg (3,000); THE FIVE MEGILLOTH AND THE BOOK OF JONAH with introductory essays by H. L. Ginsberg (3,000); THE HOLY SCRIPTURES (30,000); PSALMS (3,000); JEWISH WORSHIP by Abraham E. Millgram (2,000); HEBREW: THE ETERNAL LANGUAGE (paperback) by William Chomsky (2,000).

The total number of books distributed by the Society during the year 1975 was 190,000.

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REPORT OF THE 89TH JPS ANNUAL MEETING

At the 89th annual meeting of The Jewish Publication Society of America, held at the Museum of American Jewish History in Philadelphia, on Sunday, June 5, 1977, Professor A. Leo Levin of the University of Pennsylvania Law School was reelected president of the Society. Other officers reelected were: Morris Cohen, Leo Guzik, Edward Shils, and Marvin Wachman, vice-presidents; Mitchell E. Panzer, secretary; Bernard I. Levinson, executive vice-president; and Maier Deshell, editor.

Robert P. Abrams was, by virtue of length of service, ineligible for reelection as vice-president. Robert P. Frankel, who had been serving as treasurer, was elected vice-president, and Muriel Berman was elected treasurer.

Jerome J. Shestack, honorary president, presented a report on the progress of the Bible Commentary project; Maier Deshell, editor, described the Society's publication plans for the coming year. Following the reports listed below, Bernard I. Levinson, executive vice-president, introduced Dr. Nahum Sarna who addressed the Society on "A Fresh Look at the Jewish Bible."

REPORT OF THE NOMINATING COMMITTEE

Bernard G. Segal, former president of the American Bar Association and prominent civic leader, served as chairman of the Nominating Committee. In nominating Professor Levin for reelection, Mr. Segal observed:

"Today, as you listen to reports of the Society's progress, you will be able to appreciate how well the Society has fared under Professor Levin's stewardship. I note, only in the briefest summary, that our list of outstanding books has received the widest critical acclaim; that we have embarked on a campus program that has brought the Society's books into our nation's universities more than ever before; that the *Second Jewish Catalog* has been launched with outstanding success; that we have held a series of literary receptions for our authors; that our operations in Israel have widely expanded; that our membership has reached new heights; and that our endeavors are broadening into new and creative fields.

"Last year, I told you of our President's distinguished service as Executive Director of the Commission on Revision of the Federal Court Appellate

System. Professor Levin now has been appointed Director of the Federal Judicial Center, the first person not a Federal judge to hold that important office. This government agency is charged with the responsibility to conduct courses and seminars for the advanced judicial education of Federal judges, to serve the Judicial Conference of the United States and its committees, and in numerous other ways to improve the efficiency and quality of the judicial system of the United States.”

In nominating Mrs. Berman, Mr. Segal noted:

“From its earliest days, the Society has had women on its Board and on occasion women have held office. Almost at the start, the Society had the rare good fortune to have as an officer and Trustee the now legendary Henrietta Szold. She brought great honor to the Society, but perhaps even more important she contributed enormously in shaping the Society’s course in its formative years. Indeed, on the occasion of its 25th anniversary, the Society officially hailed Henrietta Szold’s unique and unsurpassed service, and pronounced that, without her efforts, the Society could not have achieved the success and the level of acceptance and activity it had attained even in that day.

“Today we are most fortunate in having available for the vacancy in the office of Treasurer, a leading figure in the arts, in educational activities, in community affairs, and in Jewish civic and philanthropic organizations for women both here and in Israel—Dr. Muriel M. Berman. In the short time she has been a Trustee of the Society, her devotion and contributions to the Society, and her energy on its behalf, have been truly outstanding, and in the view of the Nominating Committee eminently qualify her for the office of Treasurer and portend another Henrietta Szold for the Society.”

Reelected trustees were Morris Cohen, Robert P. Frankel, Norma F. Furst, Leo Guzik, Gershon Kekst, A. Leo Levin, Bernard G. Segal, Harriet Soffa, Albert A. Spiegel, Morris W. Satinsky, and Morton H. Wilner.

Six new trustees were elected to the JPS Board: Dr. Jonas Salk, La Jolla, California, scientist, developer of the Salk vaccine, Director of the Salk Institute for Biological Studies, recipient of Presidential Citation and Congressional Gold Medal; Irving S. Shapiro, Wilmington, Delaware, Chairman of the Board and Chief Executive Officer of E.I. du Pont Inc., Director of Federation of Jewish Agencies, Wilmington, Delaware; Max M. Kampelman, Washington, D.C. attorney, national President of American Friends of the Hebrew University; Norman Oler, Philadelphia, Professor of Mathematics at the University of Pennsylvania and director of the Penn-Israel exchange program; Julius Rosenwald II, Philadelphia, director of business

and financial corporations, trustee of Lincoln University, University City Science Center, and Albert Einstein Medical Center; and Marlene Lachman, Philadelphia, chairperson of Young Lawyers Section of the Philadelphia Bar Association, board member of the Jewish Exponent and the Jewish Family Service.

Dr. Norman Lamm, president of Yeshiva University in New York, was named to the Society's Publication Committee.

From the Annual Report of JPS President A. Leo Levin

In the president's report, Professor Levin announced that the membership of the Society had continued to grow and was now at an all-time high. He reported on the success of the campus membership program which, in less than a year, had enrolled some 2,000 members. The program creates a special category of membership for college students. It allows them to select two books from a limited but substantial JPS list, at a reduced rate.

Professor Levin also announced that the Society had arranged for additional staff to expand its juvenile program and, finally, announced a five-year gift membership designed primarily for the Bar Mitzvah and Bat Mitzvah, under which the recipient would be allowed to choose two book units a year for five years, thus being offered books of Jewish interest on a regularly recurring basis, during the course of five formative years.

Professor Levin described the juvenile program, the five-year gift program, and the campus membership program as integral parts of a three-pronged effort to enrich Jewish life among Jewish youth and to build a solid base from which the membership of the Society would continue to grow.

JPS Treasurer's Report for 1976

I am pleased to report on the financial condition of the Society for the year ending December 31, 1976.

Revenues from the sales of books and memberships amounted to \$961,811, an increase of 3.6% over the \$926,983 figure for 1975. Whereas sales of Bibles and Torahs increased slightly from \$156,548 to \$158,406, sales of other publications totaling \$424,147 were about \$50,000 less than in 1975.

An encouraging trend is the increase in membership dues from \$268,800 in 1975 to \$350,450 in 1976—an increase of over 30%, due in part to 1,000 new members on college campuses. In addition, the Muriel and Philip

Berman College Library Gift Program has resulted in more than 1,000 college libraries enrolling in JPS as of the end of 1976.

Not only were revenues up in 1976, but predictably expenses rose from \$1,027,103 in 1975 to \$1,096,339 in 1976. This 6.7% increase in expenses is partially attributable to costs incurred in publishing the *Second Jewish Catalog* towards the end of last November. Consequently, almost all of the revenues from the sales of the *Second Jewish Catalog* will be reflected in 1977 Income.

The net result of our efforts in 1976, the so-called "bottom line," is an excess of Expenses over Income of \$13,493 compared with a surplus of approximately the same amount in 1975. However, I am optimistic that anticipated revenues in 1977 will more than wipe out the 1976 deficit.

As I reported last year, our Special Purpose Funds are invested conservatively with an emphasis on senior securities over common stocks. The Investment Committee believes this policy affords JPS a reasonably high yield on its investments and the prospect of modest appreciation.

I conclude, as I did last year, by stating that the financial condition of the Society is sound.

JPS Publications

In 1976 JPS published the following new volumes, with titles, authors, quantities printed, and distribution as follows:

<i>Title and Author</i>	<i>Printed</i>	<i>Distributed</i>
MEKILTA DE-RABBI ISHMAEL Translation by Jacob Z. Lauterbach	2,500	1,392
MEMOIRS IN PROFILE By Louis Lipsky	2,000	1,184
JEWISH MINTERS & MEDALISTS By Daniel M. Friedenberg	3,000	—
THE SAMURAI OF VISHOGROD: THE NOTEBOOKS OF JACOB MARATECK By Shimon and Anita Wincelberg	5,000	2,357
K'TONTON ON AN ISLAND IN THE SEA By Sadie Rose Weilerstein	4,000	3,007
TRADITION IN AN AGE OF REFORM By Noah H. Rosenbloom	3,000	1,246
HEBREW ETHICAL WILLS Selected and edited by Israel Abrahams	3,500	1,829
WORLD OF OUR FATHERS By Irving Howe (Co-published with Harcourt Brace Jovanovich, Inc.)	4,000	3,805

COMMUNITY AND POLITY	4,000	1,889
By Daniel J. Elazar		
A SOCIAL AND RELIGIOUS HISTORY OF THE JEWS (Vol. XVI)	4,000	1,791
By Salo W. Baron		
ZIONISM AT THE UN	3,000	1,072
By Eliahu Elath		
THE HANUKKAH ANTHOLOGY	5,000	1,389
By Philip Goodman		
A HISTORY OF ISRAEL	2,500	628
By Howard M. Sachar		
(Co-published with Alfred A. Knopf, Inc.)		
TO JERUSALEM AND BACK	3,000	1,217
By Saul Bellow		
(Co-published with The Viking Press Inc.)		
MIMEKOR YISRAEL	1,000	448
Collected by Micha Joseph Bin Gorion		
(Joint publication with Indiana University Press)		
BLESSED IS THE MATCH (paperback)	3,000	—
By Marie Syrkin		
MAIMONIDES—TORAH AND PHILOSOPHIC QUEST	3,000	—
By David Hartman		
THE SECOND JEWISH CATALOG	37,000	26,292
Compiled and edited by Sharon Strassfeld and Michael Strassfeld		
NAFTALI THE STORYTELLER AND HIS HORSE, SUS	2,000	901
By Isaac Bashevis Singer		
(Co-published with Farrar, Straus & Giroux, Inc.)		

1976 REPRINTS

During 1976, JPS reprinted the following books:

THE AMBIVALENT AMERICAN JEW by Charles Liebman (1,000); HAGGADAH AND HISTORY by Yosef Hayim Yerushalmi (1,500); THE WAR AGAINST THE JEWS by Lucy S. Dawidowicz, co-published with Holt, Rinehart & Winston (1,000); THE TORAH (10,000); JEWISH REFLECTIONS ON DEATH edited by Jack Riemer, co-published with Schocken Books Inc. (500); THE JEWISH CATALOG compiled and edited by Richard Siegel, Michael Strassfeld, and Sharon Strassfeld (30,000); THE JEWS OF POLAND by Bernard Weinryb (1,000); LEGENDS OF THE JEWS-Volumes III, IV, V, and VI by Louis Ginzberg (1,500); JEWISH COOKING AROUND THE WORLD by Hanna Goodman (2,000); ALBERT EINSTEIN: Citizen of the World by William Wise (1,000); THE OLD EAST SIDE edited by Milton Hindus (1,000); and GEOGRAPHY OF ISRAEL by Efraim Orni and Elisha Ofrat (1,000).

The total number of books distributed by the Society during the year 1976 was 193,000.